

integrating the selected product image, the selected product environment image and the selected text segment into a customized visual output.

2 ~~31~~. A method as recited in claim ~~30~~<sup>1</sup>, further comprising the step of outputting the customized visual output.

3 ~~32~~. A method as recited in claim ~~31~~<sup>2</sup>, further comprising the step of outputting the customized visual output to a computer monitor for viewing by a user.

4 ~~33~~. A method as recited in claim ~~32~~<sup>3</sup>, wherein the step of outputting the customized visual output comprises printing the output as a printed document.

5 ~~34~~. A method as recited in claim ~~33~~<sup>3</sup>, wherein the step of outputting the customized visual output comprises the step of configuring the printed document as a printed proposal.

6 ~~35~~. A method as recited in claim ~~34~~<sup>1</sup>, wherein the computer system stores a plurality of predetermined environment text segments related to environments in which the products may be used, the method further comprising the step of linking at least one of the customer answers with predetermined environment text.

7 ~~36~~. A method as recited in claim ~~35~~<sup>1</sup>, wherein the computer system stores a plurality of product specifications related to producing the products in a variety of configurations, the method further comprising the step of linking at least one of the customer answers with a product specification for inclusion in the customized visual output.

8 ~~37~~. A method as recited in claim ~~36~~<sup>1</sup>, wherein the computer system stores a plurality of performance specifications related to performance of the products in a variety of configurations, the method further comprising the step of linking at least one of the customer answers with a performance specification for inclusion in the customized visual output.

9 ~~38~~. A method as recited in claim ~~37~~<sup>1</sup>, further comprising the steps of:  
presenting a series of predetermined queries related to financing a product; receiving individualized answers to the predetermined queries; and generating, for inclusion in the visual output, financing information related to the product.

84602 ~~39~~. A computer system of one or more computers for generating a customized visual output to facilitate a sale of a product, the system comprising:  
a memory system, storing product images, product environment images and text segments;

a user interface provided to prompt a user of the computer system with a plurality of questions related to at least one feature and desired use of the product and to input answers to the plurality of questions; and

a processor system, coupled to the memory system and the user interface, wherein the processor automatically selects, in response to at least one of the input answers, a product image, a product environment image and a text segment and integrates the selected product image, the selected product environment image and the text segment into a customized visual output.

10  
~~11~~ 10. The system as recited in claim ~~9~~, wherein the user interface provides for visual output of the customized visual output.

12  
~~12~~ 11. The system as recited in claim ~~9~~, including a printer for printing the customized visual output as a printed document.

12  
~~13~~ 12. The system as recited in claim ~~11~~, wherein processor configures the printed customized visual output as a proposal.

14  
~~14~~ 13. The system as recited in claim ~~10~~, wherein:  
the memory system further stores a plurality of predetermined environment text segments related to environments in which the products may be used; and  
the processor links at least one of the customer answers with predetermined environment text.

15  
~~15~~ 14. The system as recited in claim ~~10~~, wherein:  
the memory further stores a plurality of predetermined product specifications related to producing the products in a variety of configurations; and  
the processor links at least one of the customer answers with a product specification for inclusion in the customized visual output.

16  
~~16~~ 15. The system as recited in claim ~~10~~, wherein:  
the memory further stores a plurality of predetermined performance specifications related to performance of the products in a variety of configurations; and  
the processor links at least one of the customer answers with a performance specification for inclusion in the customized visual output.

sub c5  
46. A computer readable medium tangibly embodying instructions which, when executed as a process by a computer system of one or more computers, comprises the steps of:  
prompting a user of the computer system with a plurality of questions related to at least one of a plurality of desired features and desired uses of the product;

receiving into the computer system answers to the plurality of questions;  
automatically selecting, in response to at least one of the received answers, a product image, a product environment image and a text segment; and  
integrating the selected product image, the selected product environment image and the selected text segment into a customized visual output.

~~18~~ <sup>17</sup> 17. A computer readable medium as recited in claim ~~16~~ <sup>17</sup>, wherein the embodied instructions, when executed by the computer system, further instructs the computer system to carry out the steps of outputting the customized visual output.

~~22~~ <sup>17</sup> 17. A computer readable medium as recited in claim ~~16~~ <sup>17</sup>, wherein the embodied instructions, when executed by the computer system, further instructs the computer system to carry out the step of outputting the customized visual output to a computer monitor for viewing by a user.

~~19~~ <sup>18</sup> 18. A computer readable medium as recited in claim ~~17~~ <sup>18</sup>, wherein the embodied instructions to output the customized visual output further instructs the computer system to carry out the step of printing the output as a printed document.

~~20~~ <sup>19</sup> 19. A computer readable medium as recited in claim ~~18~~ <sup>19</sup>, wherein the embodied instructions further instruct the computer system to configure the printed document as a printed proposal.

~~23~~ <sup>17</sup> 17. A computer readable medium as recited in claim ~~16~~ <sup>17</sup>, wherein the embodied instructions further instruct the computer system to implement process steps comprising:

storing a plurality of predetermined environment text segments related to environments in which the products may be used; and

linking at least one of the customer answers with predetermined environment text.

~~24~~ <sup>17</sup> 17. A computer readable medium as recited in claim ~~16~~ <sup>17</sup> wherein the embodied instructions further instruct the computer system to implement process steps comprising:

storing a plurality of product specifications related to producing the products in a variety of configurations; and

linking at least one of the customer answers with a product specification for inclusion in the customized visual output.

~~25~~ <sup>17</sup> 17. A computer readable medium as recited in claim ~~16~~ <sup>17</sup> wherein the embodied instructions further instruct the computer system to implement process steps comprising:

storing a plurality of performance specifications related to performance of the products in a variety of configurations; and

linking at least one of the customer answers with a performance specification for inclusion in the customized visual output.

<sup>18</sup>  
~~21~~ 54. A computer readable medium as recited in claim ~~47~~ wherein the embodied instructions further instruct the computer system to implement process steps comprising:

presenting a series of predetermined queries related to financing a product;

receiving individualized answers to the predetermined queries; and

generating for inclusion in the visual output, financing information related to the product.

<sup>1</sup>  
~~25~~ 55. A computer system assisted method of generating a customized visual output to facilitate

a sale of a ware offered for sale to a customer, the computer system storing ware images, ware environment images and text segments for integration into the customized visual output, the method comprising the steps of:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the ware;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a ware image, a ware environment image and a text segment; and

integrating the selected ware image, the selected ware environment image and the selected text segment into a customized visual output.

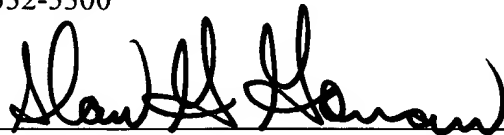
Respectfully submitted,

MERCHANT, GOULD, SMITH, EDELL,  
WELTER & SCHMIDT, P.A.

3100 Norwest Center  
90 South Seventh Street  
Minneapolis, MN 55402  
612/332-5300

Date: March 11, 1998

By



Alan G. Gorman  
Reg. No. 38,472  
AGG:mm